



# EMPLOYER PROSPECTUS

June 26-28, 2012 ■ Detroit's COBO Center  
One Washington Boulevard, Detroit, MI 48226



[www.VAforVets.VA.gov/Detroit](http://www.VAforVets.VA.gov/Detroit)

## About the Veteran Hiring Fair

The Veteran Hiring Fair is part of the National Veterans Conference (NVC) in Detroit, Michigan, from June 26 - 28, 2012. NVC includes three interconnected components designed to provide Veterans with lasting opportunities:

- **National Veterans Small Business Conference and Expo (NVSBC):** Focuses on helping Veteran-owned businesses maximize opportunities in the federal marketplace
- **VA Open House (VAOH):** Connects Veterans with benefits and services available through Department of Veterans Affairs
- **Veteran Hiring Fair:** Prepares Veterans for employment and matches them with career fields and job opportunities in the public and private sectors

*This prospectus focuses entirely on the Veteran Hiring Fair.*

### Employers

Become a Proud Supporter of the Veteran Hiring Fair.

**Register Now:**

[www.VAforVets.VA.gov/Detroit/Employer](http://www.VAforVets.VA.gov/Detroit/Employer)

**Attendance:** The Veteran Hiring Fair is expected to draw 10,000 job-seeking Veterans. The event is being widely promoted throughout the region and across the country.

**Veteran Experience:** The mission of *VA for Vets* is Veteran-centric and this event is a reflection of the philosophy: The Veteran experience comes first. Through highly engaging outreach and support, Veterans will arrive at the event prepared for success.

Learn	Register & Prepare	Apply	Attend	Succeed
<ul style="list-style-type: none"><li>▪ Receive outreach via<ul style="list-style-type: none"><li>- Social media</li><li>- Traditional media</li><li>- Extensive outreach</li><li>- Targeted publicity</li></ul></li></ul>	<ul style="list-style-type: none"><li>▪ Register for the event online</li><li>▪ Use the <i>VA for Vets</i> Career Center to prepare yourself for the event<ul style="list-style-type: none"><li>- Translate skills</li><li>- Assess interests</li><li>- Build resumes</li><li>- Work with a coach</li></ul></li></ul>	<ul style="list-style-type: none"><li>▪ Go to VAforVets.VA.gov/Detroit to apply for available positions</li><li>▪ Link to employer's career website to apply for open positions</li></ul>	<ul style="list-style-type: none"><li>▪ Visit public and private sector employers</li><li>▪ Attend training</li><li>▪ Work with a coach</li></ul>	<ul style="list-style-type: none"><li>▪ Complete satisfaction survey</li><li>▪ Submit success story</li></ul>

## On-site Activities for Veterans



### One-on-one coaching sessions

One-on-one coaching sessions with specialized career coaches highly trained in the challenges unique to Veterans seeking civilian employment. One hundred coaches will be on hand and will be available to meet with Veterans individually for up to one hour.

### Resume building and customization classes

Resume building and customization classes geared toward the development of federal and private sector resumes that are written in plain language and easily understood by hiring managers. This course will be offered four times a day, to 250 Veterans per class.



### Interview technique classes

Interview technique classes that provide tips and tricks for successfully conveying skills and qualifications in an interview. This course will be offered four times a day, to 250 Veterans per class.

### Job Seeker Boot Camp

Job Seeker Boot Camp, a three-hour intensive workshop that covers resume building, online job searching, interviewing and dressing for success. Job Seeker Boot Camp will be offered to up to 50 Veterans per class; two classes per day.



### Interviews

Interviews will be conducted by federal agencies and private sector employers.

## Employer Participation

With each Veteran Hiring Fair, the Veteran Employment Services Office (VESO) aims to exceed the expectations Veterans have of typical career fairs. The event brings together a unique set of employers who not only recognize the value Veterans bring to the civilian workforce, but who have the necessary business processes and staff to hire Veterans on-site in Detroit.

### Participating employers are asked to:

- Identify job categories for which they will be hiring
- Post available jobs on their career website
- Qualify Veterans for open positions in advance of the event
- Schedule Veterans for onsite interviews in advance of the event (interview rooms are available at no additional cost) provided you submit your interview schedule by June 15
- Greet Veterans in their booth and provide meaningful information on launching a civilian career at their organization
- Extend tentative offers of employment on-site or schedule second interviews with Veteran candidates
- Report on the outcomes of your participation in the event



### The following terms and conditions must be agreed to upon registration as a participating employer in the Veteran Hiring Fair:

- Conduct interviews and make offers on-site
- Register your organization and hiring managers online
- Provide hiring managers who will interview Veteran job seekers on-site
- For online application process, provide job listings prior to and at the Hiring Fair and instructions for Veterans who wish to apply online
- Provide VA with information about your vacancies to list on their event website
- Provide VA with your interview room, booth and other requirements
- Provide VA your hiring managers' interview schedules
- Report the number of hires, number of interviews conducted, number of follow-up interviews, etc. as a result of the Hiring Fair to the *VA for Vets* online tracking system; reporting will occur on the days of the event and after the event
- Depending on the number of positions offered, organizations may be asked to share booth space

If you agree to all of the previously listed terms and conditions, you are welcome to register as an employer by completing the online registration form at <http://vaforvets.com/detroit/employer>.

## Employers

Participate free of charge. You will be provided a 10'x10' booth package. Ask to reserve separate interview rooms.

**Register Now:** [www.VAforVets.VA.gov/Detroit/Employer](http://www.VAforVets.VA.gov/Detroit/Employer)

## Important Dates

Task	Deadline	Info
Veteran Registration Opens	March 21	<a href="http://vaforvets.com/detroit/veteran">http://vaforvets.com/detroit/veteran</a>
Employer Registration Opens	April 9	<a href="http://vaforvets.com/detroit/employer">http://vaforvets.com/detroit/employer</a>
Employer Registration Closes	June 1	Request for interview room space submitted
Open positions to be filled at the event posted on your career website so Veterans can apply	June 1	Link to career website submitted for inclusion on Detroit event website
Interview schedule submitted	June 15	Veteran name, hiring manager name, date and time of scheduled interviews submitted
Veteran Registration Closes	June 19	
Employer staff and hiring manager registration closes	June 19	
Last day materials shipments are accepted at COBO center	June 22	
Exhibitor set up complete by 9:30 am	June 26	
Event held daily from 10 a.m. to 7 p.m.	June 26 – 28	
Daily reports of event activity submitted	June 26 – 28	Number of: resumes collected; interviews conducted; tentative offers made
Exhibitor break-down completed by noon	June 29	
Post event report submitted	July 13	Number of: resumes collected; interviews conducted; tentative offers made; second interviews scheduled

## Best Practices For Event Success

We need your commitment to ensure each Veteran job seeker that comes to the Veteran Hiring Fair in Detroit leaves with a sense of pride, confidence and hope, knowing they have been served well.

*Follow these best practices to demonstrate your dedication to a productive, successful event:*

- **Evaluate your open positions.** Prior to the Veteran Hiring Fair, examine the job openings within your organization so you will have a solid plan for seeking candidates during the fair. Taking this step will allow you to actively focus on recruiting and hiring the best talent, while improving the hiring experience for Veterans.
- **Market your open positions.** The *VA for Vets* Detroit Hiring Fair will post the names of participating employers and open positions on the event website and provide a link to your organization's career webpage.
- **Set hiring event goals and expectations.** Be clear about your organization's purpose for participating in the Veteran Hiring Fair and Expo and act on them. Make sure your event team understands the importance of this Veteran-focused hiring event for your organization and the thousands of Veteran job seekers who need career opportunities.
- **Dedicate sufficient and knowledgeable staff to key roles at the event.** Having the right people in the right positions is critical to hiring event success. Be sure to determine the roles your staff will play during the fair, whether it is serving Veterans at your booth or conducting interviews with job candidates.
- **Make your booth presence in Detroit count.** Staff your booth with employees who will enjoy greeting Veterans and discussing employment opportunities with them. Also, stock your booth with information resources that will help Veteran job seekers understand the benefits and services you provide.
- **Actively engage with Veteran job seekers.** The Veteran Hiring Fair is expected to draw a large number of Veterans seeking employment. Make every effort to greet job seekers with a smile. Attendees also may have many questions. Be pleasant and kind as you assist them. Remember, they have served us, and it is our turn to serve them.
- **Report on your success.** Complete post event surveys and report your Veteran hires to VA at the event and in the months following the event. The feedback you provide will be used to improve future hiring fairs.



# Top 10 Reasons for Hiring Veterans

*From the U.S. Department of Labor*

**Accelerated learning curve:** Veterans have the proven ability to learn new skills and concepts. In addition, they can enter your workforce with identifiable and transferable skills, proven in real-world situations.

**Leadership:** The military trains people to lead by example as well as through direction, delegation, motivation and inspiration. Veterans understand the practical ways to manage behaviors for results. They also know the dynamics of leadership as part of both hierarchical and peer structures.

**Teamwork:** Veterans understand how genuine teamwork grows out of a responsibility to one's colleagues. Military duties involve a blend of individual and group productivity. They also necessitate a perception of how groups of all sizes relate to one another and an overarching objective.

**Diversity and inclusion in action:** Veterans have learned to work side by side with individuals regardless of diverse race, gender, geographic origin, ethnic background, religion, and economic status as well as mental, physical and attitudinal capabilities.

**Efficient performance under pressure:** Veterans understand the rigors of tight schedules and limited resources. They have developed the capacity to know how to accomplish priorities on time, in spite of tremendous stress. They know the critical importance of staying with a task until it is done right.

**Respect for procedures:** Veterans have gained a unique perspective on the value of accountability. They can grasp their place within an organizational framework, becoming responsible for subordinates' actions to higher supervisory levels. They know how policies and procedures enable an organization to exist.

**Technology and globalization:** Because of their experiences in the service, Veterans are usually aware of international and technical trends pertinent to business and industry. They can bring the kind of global outlook and technological savvy that all enterprises of any size need to succeed.

**Integrity:** Veterans know what it means to do "an honest day's work." Prospective employers can take advantage of a track record of integrity, often including security clearances.

**Conscious of health and safety standards:** Thanks to extensive training, veterans are aware of health and safety protocols both for themselves and the welfare for both themselves and others. On a company level, their awareness and conscientiousness translate into protection of employees, property, and materials.

**Triumph over adversity:** In addition to dealing positively with the typical issues of personal maturity, veterans have frequently triumphed over great adversity. They likely have proven their mettle in mission critical situations demanding endurance, stamina and flexibility.

## VOW TO HIRE HEROES ACT

### Tax Credits for Employers

In 2011, President Barack Obama enacted the VOW Act to provide tax credits to employers that hire unemployed Veterans.

Section 261 of the Act, the "Returning Heroes and Wounded Warriors Work Opportunity Tax Credits (WOTCs)," modifies the definition of WOTC's covered Veteran groups. The changes and new provisions in this Act apply to individuals who begin to work for an employer the day after its enactment, November 22, 2011, and before January 1, 2013.

Specifically, payments of up to \$2,400 are allotted to employers who hire Veterans unemployed at least four weeks and up to \$5,600 for hiring Veterans unemployed more than six months; and up to \$9,600 for businesses that hire Veterans who have service-connected disabilities and have been unemployed longer than six months.

—U.S. Department of Labor



## About VA for Vets

The Honorable John U. Sepúlveda, Assistant Secretary for Human Resources and Administration (HRA), is the Executive Sponsor of the hiring event, and Ms. Mary M. Santiago, Director of the Veteran Employment Services Office (VESO), is the Event Lead.

VESO was established to oversee all VA Veteran employment initiatives and manage VA for Vets, its flagship initiative. VA for Vets is a high-tech, high-touch platform to recruit, retain and reintegrate Veterans into the VA workforce.

*"Veterans are proven performers. They distinguished themselves in uniform and they distinguish themselves as employees. They will help all of us achieve our missions."*

Eric K. Shinseki  
Secretary of Veterans Affairs

VA for Vets offers 24/7 access to a variety of services and benefits including:

- A robust Career Center where Veterans can translate military skills to civilian jobs, take self-assessments, build easy-to-read resumes, apply to open VA positions and save all results into one profile
- Deployment, Reintegration and Career Coaches available to assist Veterans and Military Service Members with deployment and reintegration issues and questions related to employment at VA
- Full-Deployment Life Cycle Resources to help Military Service Members successfully prepare for deployment and return to their jobs at VA
- Professional development available for HR professionals, hiring managers and supervisors to sharpen skills or learn more about deployment and reintegration hot topics
- Webinars and videos that offer on-demand access to topics of interest and VA employee testimonials about their military experiences and working at VA
- Virtual Collaboration Tool where coaches, supervisors and HR professionals can interact with deployed Military Service Member employees in a personalized virtual workspace

## For More Information

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U.S. Department  
of Veterans Affairs

